

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 17651 010614Z

22

ACTION EA-09

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P R 010600Z DEC 76
FM AMEMBASSY TOKYO
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UNCLAS TOKYO 17651

E.O. 11652: N/A

TAGS: BBSR, JA

SUBJECT: GLOBAL MARKET RESEARCH - (A) PRODUCTION MACHINERY, TEST
INSTRUMENTATION AND SPECIAL MATERIALS FOR ELECTRONIC COMPONENTS
(B) ELECTRONIC COMPONENTS

REF: STATE A 4989; USDOC 19189

1. SEVERAL MARKET RESEARCH FIRMS INTERESTED IN BIDDING FOR
SUBJECT MR CONTRACT HAVE ASKED EMBASSY WHAT COMMERCE WOULD
CONSIDER AS REASONABLE PRICE RANGE FOR STUDY WHICH IS
ACTUALLY TWO SEPARATE REPORTS. DR. REX REID, DIRECTOR OF
TOKYO OFFICE A.T. KEARNEY, INDICATED THAT DURING HIS VISIT
TO COMMERCE SEVERAL WEEKS AGO, WAS TOLD THAT COMMERCE
WOULD PROBABLY BE PREPARED TO PAY ABOUT 1.75 TIMES PRICE
FOR NORMAL GMS CONSISTING OF ONE REPORT ONLY. HE STATED THAT HIS
FIRM'S BID WOULD BE BASED ON THIS ASSUMPTION.

2. EMBASSY WOULD LIKE TO BE ABLE TO INFORM WLL CONTRACTORS OF
COMMERCE'S VIEWS RE PRICE RANGE FOR SUBJECT CONTRACT
PARTICULARLY SO THAT THEY WILL ALL HAVE BETTER AND SAME
UNDERSTANDING OF WHAT COMMERCE EXPECTS IN TERMS OF DEPTH
IN THE TWO REPORTS. PLEASE ADVISE ASAP.
HODGSON

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Disposition Date: 01 JAN 1960
Disposition Event:
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